

THE OVERSEAS PRESS BULLETIN

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Readers at Fault, Says War Reporter

One of the difficulties of getting across the Viet Nam stories is not the reporting but a "pool of ignoramuses" among readers who have not troubled to inform themselves, according to *Malcolm W. Browne*, former AP writer and Pulitzer winner.

"As a result, editors and news directors and producers and so forth, throughout the states, are catering to the Boobus Americanus, which is never going to be able to absorb anything substantial about Viet Nam at all," he charged.

The remarks were made during a National Educational Television broadcast early this week, filmed at Saigon's Caravelle Hotel.

The program, "At Issue," examined what it called "The Information War" and problems of war correspondents.

Browne cited a Stanford University poll which indicated that 71 percent of the American public doesn't know who the Viet Cong are. "An American who really wanted to know about Viet Nam has had it in front of him, on television screens, in the newspapers, magazines, books, all sorts of things," he said.

"It's all been there and he just failed to any of it."

NBC's Dean Brelis, taking note of Browne's remarks, placed the blame not on the press but on the quality of the educational system. "I submit that it should have been part of an educational system in America that would have defined who are the Viet Cong."

Another participant, Charles Mohr of *The New York Times*, assessed the shortcomings of the 5 p.m. briefings by information officers in Saigon. Mohr said he had witnessed field action early in the day and later went for the briefing. "There was nothing horrendously wrong with the briefing, except it was almost unrecognizable," he remarked.

The Los Angeles Times' Jack Foisie expressed apprehension about self-censorship rules now being proposed. The military, "down to a sergeant in a squad," will have the right to say they don't have time or facilities to transport correspondents to battle areas. "We're going to, perhaps, have trouble reaching some of the areas where battles are being fought," Foisie said.

YOUNG TO TALK ON RACE UNREST

Increased racial tensions and disturbances in cities across the US and racial problems of soldiers serving in Viet Nam will be among urgent questions discussed at Wednesday's luncheon by National Urban League Executive Director Whitney Young, Jr.

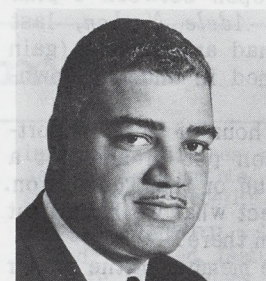
Young returned ten days ago from a fact-finding trip to Viet Nam, on which

he reported personally to President Johnson. In the interim, his organization, the National Urban League, has held its annual convention at which aspects of current race issues were discussed.

His appearance comes at a time when the controversial concept of "black power" and other race relations issues, and New York's civilian police review board are in the news. Young, whose organization is one of the oldest and largest concerned in Negro affairs, has placed himself in the center of present argument by referring to the "black power" idea as a "national obsession."

A former educator (as Dean of the Atlanta University School of Social Work), Young has been at the helm of the Urban League for about five years.

Luncheon will be served at 12:15 p.m. sharp and will be preceded by a 15-minute cocktail reception. Members are urged to be on time, as Young must leave by 2 p.m. to make a New Orleans engagement later in the day.



Young

WORLD-WIDE TICKER

WASHINGTON.....
from JESSIE STEARNS

When Joe Laitin, Assistant Presidential Press Secretary, returned to the Bureau of the Budget as assistant to the Director, Presidential Press Secretary Bill Moyers read President Lyndon Johnson's "goodbye" letter to the White House press. This is the first time in months that the President's letter has been released when a top White House

official or an official in government has departed.

* * *

Virginia Weldon Kelly was praised by Sen. Karl Mundt, P-SD, on the US Senate floor, as a family friend, a respected member of the press, a native of Paris, Tenn., and correspondent for the *Paris Post-Intelligencer*, which is celebrating its centennial year of publication. He in-

(Cont'd on page 3)

Letters

LIBRARY CHANGES

(Recently) we were in the Club and got the key to the Library to check on the mail, as nobody else seems to do it. To our consternation, we found that the beautiful desk with all of our Library equipment in it, the lamp, the typewriter (which we had contributed when the other one could not be found) and the table, along with the bust of a venerable citizen and the air-conditioner had been removed. The Library table, comfortable for reading, etc., had been shoved against the wall.

There is no Library Committee this year, stated Mr. O'Rourke, and a sub-committee of the House Committee is taking care of it. They are making a member's lounge out of it, taking out some of the books for storage and taking down the lovely prints for storage also, as the Board has voted that the Library be left open at all times.

Over the past two years, the Library was refurbished and the books catalogued along with the Kaltenborn donation — it was quite a job. But members who knew it, wanted to use it . . .

Raine Bennett, former chairman, had, with his committee, decided that the Library could be open between 4 p.m. and 6 p.m., and Adele Nathan, last year's chairman, had any member (gain access) if he signed in and out downstairs for the key.

A many weary hour of work in sorting books has been put in and not a penny from the Club or the Foundation. Why don't we protect what we have first and then go on from there?

There is not one member of the former Library Committees who has been consulted on this, either.

Hester Hensell Myer Agen
Ralph Jules Frantz Dick Jennings

AN ANSWER

I really cannot understand what Miss Hensell and her co-signers are upset about. All that we are doing is opening up the library of the Overseas Press Club to the membership on a full-time basis. Certain valuable books will be kept under lock and key but available on the signing of a slip.

Other less valuable books will be available on the open shelves. Certain pieces of furniture and framed prints are being rearranged or shifted to the Governors Suite, which will also be open for the first time to the membership. In other words, we are opening these areas as new lounges and serv-

ices available for members' use. How any member can complain about the opening up of new areas and services is difficult for me, as chairman of the House Operations Committee, to comprehend.

Will Oursler

THE HONORARY QUESTION

Without wishing to detract from President Victor Riesel's kind gesture in proposing honorary membership for the 16 visiting African journalists ("enthusiastically passed", according to the July 23 *Bulletin*), it should be pointed out that honorary membership in the Overseas Press Club can be conferred only by unanimous vote of the Board of Governors.

To the best of my recollection, less than ten members currently hold that distinction, among them General of the Army Omar N. Bradley, U.S. Supreme Court Justice William O. Douglas, Alberto Gainza Paz, Carl Sandburg, former President Harry S. Truman and Frank C. Wachsmith.

Ralph H. Major, Jr.

RIESEL: FRATERNAL GESTURE

Yes, I did it. And I'm proud of it. It was done in a gesture of fraternity and hands across a mighty wide sea of constant misunderstanding. I thought it would be fine if these African newsmen, who had come a long way to break bread with us, would in the future think of us as brothers.

They are a sophisticated group of men. They understood the gesture. I had hoped that everybody else would.

It was not my intention to denigrate the great tradition of the Overseas Press Club — out rather to enhance it with bonds with the men who are building their own clubs so many thousands of miles away.

Having known Herbert Hoover, I am certain he would not have taken umbrage at what was offered comrades from another continent.

However, for the record, the African newsmen were sent handsome Certificates of Appreciation. They have honored us — as much as we them.

Victor Riesel

SUMMER STUFF

The second floor dining room is closed for the month of August.

Deadline for the Aug. 20 *Bulletin* will be noon Monday, Aug. 15; there will be no Aug. 27 issue.

THOMAS YUTZY, PR FIRM PARTNER, DIES

Thomas D. Yutzy, managing partner of the Dudley-Anderson-Yutzy public relations firm, died in New York July 31. He was 63.

After World War II, Yutzy became an account executive with Pendleton Dudley and Associates, later a partner in D-A-Y.

He formerly was in newspaper work as a reporter for papers in Michigan and as managing editor for the *Battle Creek Enquirer*, a post he held until his 1936 appointment as information director for Michigan's Department of Conversation.

In 1939, he established Editorial Associates, a syndicate servicing 30 daily papers. During World War II he served as major and public relations officer for the First and Ninth Air Forces in Europe.

His widow, Kate, a daughter, Mrs. Robert S. Swanson, and three grandchildren survive.

New York Scene

Wed., Aug. 10 — Luncheon, with Urban League Executive Director Whitney Young. 12 p.m. (See page 1)

* * *

TV Fun

Wed., Aug. 17 — Bistro Film Festival Cocktail Party. 5:30 p.m.

A glimpse inside commercials on television, including a spoof called "The National TV Commercials Test" will spice the Bistro Film Festival.

Along with this will be some of the top award winners of this year's American TV Commercial Festival — a preview of a telecast scheduled on WOR-TV Sept. 7.

Festival Director Wallace A. Ross will emcee, and several personalities who appear in TV commercials also will attend and answer any questions on how the ads are put together.

Besides tall, short and cool drinks the Bistro proprietors guarantee peanuts, popcorn and substantial hors d'oeuvres. Reservations, please

* * *

All reservations not cancelled 24 hours in advance will be charged to members' accounts.

WORLD-WIDE TICKER

(Cont'd from page 1)

serted in the Congressional Record the fine article that appeared in the newspaper about Mrs. Kelly and her career as the wife of Rear Admiral Thomas J. Kelly (ret.), and as a newspaper woman.

* * *

William R. Mizelle, executive assistant to the Superintendent of Insurance of New York State and Director of Public Relations for the American Automobile Association, effective July 25. **John de Lorenzi**, AAA Managing Director of Public and Government Relations, made the announcement.

* * *

Jessie Stearns, Malvina Stephenson, and Ned Curran, Tulsa World, Bob Lucas, Tulsa Tribune, Allen Cromley, Daily Oklahoman, and other members of the Washington press reporting on Oklahoma were guests of the US Navy and Rear Admiral Henry L. Miller, Director of Navy Information, on a flight to Groton, Conn., to report on the christening of U.S.S. Will Rogers by Mrs. Hubert H. Humphrey. Many members of the Oklahoma Gov. Henry Bellmon in the Oklahoma National Guard plane to Groton for the occasion, the last of 41 Polaris submarines to be christened. Will Rogers, Jr., and his son Carlos, of California, were honored guests.

* * *

Sen. Edward Long, D-Mo., reports the first government agency to comply with the Freedom of Information law signed by President Lyndon Johnson on July 4 was the Federal Communications Commission. FCC will begin to publish commission orders, opinions, and other documents. Long, who pushed the bill through in the US Senate, congratulated the FCC on their quick response to the bill that was introduced by Rep. John Moss, D-Calif., some years ago. The bill requires the government agencies to release to the press or public all information except that labeled "secret," or withheld in the public interest.

* * *

BELGRADE . . . from JOE PETERS

Before the upheaval in the Yugoslav Party, the big news around here was that **Dave Binder**, NY Times, became a father of a third girl and, as usual, he wasn't around when it happened. He was up in Bratislava in Czechoslovakia, to be specific, in Slovakia, when he got the news. He promptly gave the girl the Slovak name Alena. The day his second girl, Andrea, was born, he was on the way to Rumania. Where he was when his oldest, Julia, arrived, he wouldn't comment. At

any rate, mother Helga did fine on all occasions without Dave's help.

The Yugoslav upheaval apparently "heaved up" the foreign newsmen more than the Yugoslavs. The event was sandwiched between Chou En Lai's visit and the Warsaw Pact meeting in Bucharest. Correspondents from all over flocked back and forth, like Belgrade-based Tom Crawford, UPI, whose family for weeks never knew whether he was somewhere in Rumania, in his Belgrade UPI cubicle, or back in Massachussetts. But, one night, there was a reunion in the Writer's Club in Belgrade with most of the local correspondents, including Tom, Dave, and your reporter; **Osgood Caruthers**, LA Times; Collin Lawson, Daily Express; Dino Prescobaldi, Corriere de la Sera; and a lot of others chewing the rag — or rather the news cud — until the early hours of the morning, some leaving sober.

The new PAO at our Embassy, Henry F. Arnold, replacing Walter Roberts, arrived. His last post was in Teheran which he had left for Washington last September, doing some roving assignments meanwhile. Harold E. Engle, the cultural attache here for many years, transferred to Bamoko, Mali, was sent off with a series of parties. His replacement has not as yet been named.

Placement

New York:

M-136—Wanted: Writer to handle corp. financial news, industrial and consumer product publicity for agency with diversified clientele. 4-5 years experience in news media required. Prefer newsman affected by merger. Salary \$10-12M.

M-135—Wanted: Writer editor for air communications publication. Prefer writer from merged newspaper group. Salary \$9.500.

M-134—Wanted: Experienced writer preferably newspaper background. General PR writing for several accounts. Some contact work necessary. Salary 9-10M. Contact Miss Mary Ann Strong, Mary Ann Strong Associates, 25 E. 83rd Street, phone AG 9-1000.

M-133—Wanted: Advertising-production assistant for business publication. Knowledge of, skills in traffic control, page dummyming, billing. Salary open. Contact Mr. William Uhl, Palmer Publications, 25 W. 45th Street, JU 6-4820.

M-130—Wanted: Assistant manager for news bureau of major financial organization in Wall Street. About 5 years minimum newspaper experience required. Some financial writing background desirable. Salary \$9-10M, plus quarterly cash bonus.

M-131—Wanted: Librarian. 3-5 years industrial library experience. Maintain and develop

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PUBLIC RELATIONS

information sources and photo files. Research assignments for public relations staff. Liberal benefits. Salary to \$6500.

M-125—Wanted: PR writer, newspaper background preferred, features and news, fast, accurate. State salary.

M-126—Wanted: Feature and general press release news writer for local agency dealing with manufacturing and consumer products, foods, and other clients. 3-4 years experience with news media or agency required. Starting salary 9-10M.

M-127—Wanted: General news reporter for New York weekly business newspaper. Four to five years news experience required. Salary commensurate with ability and experience. Please submit resume stating salary needs.

M-128—Wanted: Writer for news features, pamphlets, special reports, for national youth improvement group; 3-5 years editorial experience in news field preferred. Must be good feature idea producer, writer, and have good contacts. Salary \$9-10M.

Please write c/o Box No. attention S.E. Korsen, Placement Com. Chairman, Overseas Press Club. Only members' resumes will be forwarded directly to advertiser. Also, please contact chairman by mail at OPC or by phone (MU 7-4100) re any openings you may wish to have advertised in the Bulletin on cost-free basis.

MEMBERSHIP APPLICATIONS ACTIVE

DIRCK STORM HALSTEAD — United Press International, Saigon, Viet Nam. Proposed by *Beverly Deepe*; seconded by *Robert Tuckman*.

ELIZABETH HELEN HALSTEAD — United Press International, Saigon, Viet Nam. Proposed by *Beverly Deepe*; seconded by *Robert Tuckman*.

JOHN JOSEPH MARTIN — Fielding Publications, Inc., Mallorca, Spain. Proposed by *Temple Fielding*; seconded by *Joseph A. Raff*.

WALTER D. SMITH, JR. — McGraw-Hill Inc., London, England. Proposed by *Charles Obertance*; seconded by *John Wilhelm*.

HARRY J. STATHOS — United Press International, Frankfurt, Germany. Proposed by *Russell N. Braley*; seconded by *William F. Sunderland*.

MICHAEL BERNARD SULLIVAN — Business Week Magazine, Cairo, Egypt. Proposed by *John Wilhelm*; seconded by *Jules Abend*.

JUAN JORGE WALTE — United Press International, Caracas, Venezuela. Proposed by *Penny Lernoux*; seconded by *James R. Whelan*.

ASSOCIATE

GEORGE W. DOUTH — Keep In Touch Radio Program, New York, New York. Proposed by *Robert P. KuKuck*; seconded by *Matthew Bassity*.

PETER JENNINGS — ABC News, New York, New York. Proposed by *Elmer Lower*; seconded by *Sidney Kline*.

HARRY C. LEVIN — American Cyanamid Co., Wayne, New Jersey; (F) Time, Inc.; Central Press Association; Cleveland Plain Dealer. Proposed by *Ed Cunningham*; seconded by *Sherman Stambaugh*.

LONI STINNET (MRS.) — McCall's, New York, New York. Proposed by *Mary K. Harvey*; seconded by *Selma Robinson*.

HARRY P. WISEMAN — Edward Howard & Co., Cleveland, Ohio; (F) Cleveland Plain Dealer; Elyria Chronicle Telegram. Proposed by *Jess Gorkin*; seconded by *Rosalind Massow*.

Classified

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PEOPLE & PLACES

By **BETTY ETTER**

ON THE GO: After nearly five years in Viet Nam, **Malcolm W. Browne** and his wife are returning to New York this month and plan to spend a year here while Browne, the 1966-67 holder of the Edward R. Murrow Fellowship of the Council on Foreign Relations, takes courses at Columbia. When he's finished his year as a Council fellow, the Brownes expect to return abroad for a new reporting tour . . . **Ed Edwin** on a pontoonboat trip down the Montana Missouri Breaks, proposed as the Lewis & Clark National Wild Waterway, after which he planned to attend the Governors' Conference for the eighth consecutive year . . . Past prexy **Cecil Brown**, TV commentator and director of news and public affairs for educational station KCET, Los Angeles, is attending a two-week seminar, July 31-Aug. 13, on Far Eastern Thought at the Institute for Humanistic Studies at Aspen, Colorado. Mrs. Brown is accompanying him . . . **Al Perlmutter** back from Saigon where he was preparing a TV program, "The Information War," for NET. The program, on which **Malcolm W. Browne** was a panelist, dealt with the problems of newsmen covering the Viet Nam war.

CHECKING IN: **Gerre L. Jones** from Germany . . . **Robert Schakne** from Brazil . . . **Carl Hartman** from Bonn.

NEW POSTS: **Harold B. Dow** named a partner and vice-president of the mid-western Investment and Management Services Company. He'll be in charge of New England operations . . . Madrid-based **Enrique Meneses** has taken over as a director general of a new publishing company, Lumefa, whose first publication, scheduled for October, will be a woman's magazine called Miss. More magazines are expected to follow next year. Meneses will continue as managing editor of Fotopress.

ARTICLES: "The New Look in Bank Annual Reports" by **William H. Dinsmore** in The Bankers Magazine . . . A reprint of his January, 1966, New York Bus Riders Digest "car card" piece on the Waldorf-Astoria Hotel by **M. D. Morris** appears in the summer issue of "Lead," that industry's trade journal . . . Parade for July 24 ran a cover story on Mme. Dewi Sukarno by **Beryl Bernay**, who interviewed Sukarno, his wife, army leaders and other Indonesian notables during two visits last year . . . **Dixie Dean Trainer** in September Coronet with "Teacher Wrote a Bestseller" and Martin Abramson with "The Trouble with the Bubble," the bubble being Houston's

astrodome . . . "Where Is Public Relations Going in Italy?" by **William T. Carnahan** in Italian American Business, the monthly review of the American Chamber of Commerce in Italy.

BOOKS: Fawcett will publish "The Best of Flubs and Fluffs" this fall. It's authored by **Jerry Robinson**, who was the subject of a profile in the Washington Post recently by feature writer Philip H. Love under the title, "Still Life Creator Is Versatile Artist." . . . In addition to all his other books on Greece, **Connie Soloyanis** has also authored the Holiday Magazine Guide to Greece.

RADIO & TV: President **Victor Riesel** discussed his forthcoming European trip on the Barry Farber show on WOR Aug. 2 . . . From the jungles of New Guinea, where he was studying stone-age society, **Ben Lucien Burman** has been hitting the radio and television hot spots, plugging his new book, "The Sign of the Praying Tiger." On the Joe Franklin show he was teamed with Sally Rand and Trude Heller; on the Irv Kupcinet show in Chicago, with Claudia Cardinale and Kaye Ballard. On NET he was interviewed by Robert Cromie, book editor of the Chicago Trib . . . **Jean Baer** on the Arlene Francis show on WOR July 25 and **Carl Bakal** on July 27 . . . **Jacques Nevard**, back from six years in the Far East, with Martha Deane on WOR July 27 . . . **Theodore M. Bernstein** talked about "The Working Press" on NBC-TV's "Today" Aug. 3.

HONORS: **Edward L. Bernays** made an honorary member of the Union National des Attaches de Presse, after addressing the organization at a luncheon in Paris . . . **David C. Horowitz** was a member of the National Broadcast Editorial Conference held in New York July 28-30 under sponsorship of the Radio-Television News Directors Association and the Columbia University Graduate School of Journalism . . . **Robert I. Queen** nominated for a Lane Bryant Community Service Award and presented with a commendation bar by Police Commissioner Leary as a result of helping to apprehend two robbery suspects last year.

SPEAKERS: **Julian Goodman**, prexy of NBC, will speak at the annual Paul White Memorial banquet of the Radio-Television News Directors Association on Oct. 1 in Chicago . . . **Cornelius Ryan** guest of honor and principal speaker at the 2nd Armored Division reunion at the Biltmore Hotel in Los Angeles Aug. 5.